

AMENDMENTS TO THE CLAIMS:

Please amend Claims 1, 3, 4, 6, 7, 9, and 10, and add new Claims 11-13, as follows.

1. (Currently Amended) An advertising method comprising:

A. ~~Providing~~ providing a business card display rack;

B. ~~Displaying~~ displaying on said rack a plurality of hard-copy promotional items;

C. ~~Providing with~~ providing in visual proximity to said rack an electronic display;

D. ~~Serving~~ serving advertising media from a server to said electronic display; and

E. ~~Displaying~~ displaying on said electronic display said advertising media.

2. (Original) The advertising method of claim 1, said advertising media displayed on said electronic display pursuant to a display schedule determined by said server.

3. (Currently Amended) The advertising method of claim 2, further comprising:

F. ~~Charging~~ charging an advertiser based on said display schedule.

4. (Currently Amended) An advertising system comprising:

A. ~~—~~ A a business card display rack;

B. ~~—~~ ~~Displayed~~ displayed on said rack a plurality of hard-copy promotional items;

C. ~~—~~ ~~Displayed with~~ displayed in visual proximity to said rack an electronic display; and

D. ~~—~~ ~~Advertising~~ advertising media served from a server to said electronic display and displayed on said electronic display.

5. (Original) The advertising system of claim 4, said advertising media displayed on said electronic display pursuant to a display schedule determined by said server.

6. (Currently Amended) The advertising system of claim 5, further comprising:

E. ~~—~~ ~~means~~ means to charge an advertiser based on said display schedule.

7. (Currently Amended) An article of manufacture comprising:

A. ~~—~~ A a business card display rack;

B. ~~—~~ ~~Displayed~~ displayed on said rack a plurality of hard-copy promotional items;

C. ~~—~~ ~~Accompanying~~ accompanying said rack an electronic display; and

D. ~~—~~ A a server in communication with said electronic ~~display~~; display.

E. — said said server storing advertising media displayable on said electronic display.

8. (Original) The advertising article of manufacture of claim 7, said advertising media displayed on said electronic display pursuant to a display schedule determined by said server.

9. (Currently Amended) The advertising article of manufacture of claim 8, further comprising:

F. — means means to charge an advertiser based on said display schedule.

10. (Currently Amended) The advertising article of manufacture of claim 9, further comprising:

G. — a a vertical frame mounting said electronic display substantially above said display rack.

11. (New) The advertising method of claim 1, further comprising:
providing a second electronic display in visual proximity to said rack;
serving said advertising media to said second electronic display; and
displaying on said second electronic display said advertising media.

12. (New) The advertising system of claim 4, further comprising:

a second electronic display provided in visual proximity to said rack, wherein the advertising media is served from the server to said second electronic display and displayed on said second electronic display.

13. (New) The advertising article of manufacture of claim 7, further

comprising:

a second electronic display accompanying said rack, wherein the advertising media is displayable on said second electronic display.